

DM Pros, Inc.

Specialists in Direct Response Marketing & Fundraising
225 West 37th Street, 16th Floor • New York, NY 10018

Gary Weinberg, President
GaryW@DMPros.net
(646) 766-1010

January 27, 2020

Commissioner Robert Taub, Chairman
Postal Regulatory Commission
901 New York Avenue NW
Suite 200
Washington, DC 20268

Re: Docket RM2017-3

Dear Commissioner Taub,

DM Pros provides direct mail services to non-profit organizations.

In 2019 DM Pros produced fundraising mailings for 63 Non-Profit organizations. The charities we serve – both large and small – depend direct mail to solicit their donors to raise+ funds. Direct mail fundraising is their primary source of income. It is their lifeblood.

Postage represents a significant portion of their production cost. Increasing postage beyond the Consumer Price Index will have a significant impact on their fundraising ability. To offset the extra cost they will be forced to reduce the number of pieces they mail, making it difficult for them to reach their constituencies, to raise funds, and achieve their worthy goals.

Some of our smaller Non-Profit Organization clients may cease to exist if postage costs increase significantly.

Further, some of our Non-Profit Organization clients (such as Police Athletic League of NYC) are “large-volume-mailers”, mailing 100,000 pieces or more each time, to solicit (acquire) new donors. If they cannot afford to reach out to a large number of potential donors, to find those that are interested in their causes, then their donor base will shrink through attrition.

The result will hurt the organizations and hurt the United States Postal Service with lower mail volumes.

We urge the Postal Rate Commission not to increase postage rates beyond the current standard of the Consumer Price Index.

Cordially,

Gary Weinberg, President

DM Pros